

Halloween

FACTS

OVERALL PLANNED SPENDING & PURCHASE

ITEM	SPENDING	PURCHASE
CANDY	\$3.9 BILLION	96%
DECORATIONS	\$4.2 BILLION	78%
COSTUMES	\$4.3 BILLION	71%
GREETING CARDS	\$0.7 BILLION	38%

OVERALL HALLOWEEN SPENDING



73%

Of people plan to celebrate Halloween in the U.S.



PUMPKIN

The number one costume in 2025 to dress their pets in for Halloween.



\$114.45

Average expected spending on Halloween 2025, up from \$103.63 in 2024.



\$13.1 BILLION

Planned spending on Halloween in 2025, up from \$11.6 billion in 2024.

MISSOURI FACTS



43

Confectionery and nut retailers in Missouri with 239 employees making an average wage of \$537.



CHERRY MASH

Chase Candy Company continues to operate in St. Joseph, Missouri - the city where Cherry Mash was first created 100 years ago.



1,115,652

Children of trick-or-treating age in Missouri (age 14 and under).



58

The number of pumpkin patches in Missouri.



Visit the Missouri State Penitentiary located in Jefferson City, MO. Nicknamed "Bloodiest 47 Acres in the U.S."